

New report highlights gap between New GMO hype and global market reality

22 May 2026 | News

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The European Non-GMO Industry Association (ENGA), The Non-GMO Project (US/Canada) and semnar (Switzerland), have announced the 2026 New GMOs Market Report. As a follow-up to the 2024 edition, the report analyses global market developments and regulatory trends related to the next generation of genetically engineered food crops. The authors point to a growing disconnect between industry expectations, sustainability claims, and the real-world deployment of new genetic engineering technologies such as CRISPR. At the same time, the report identifies recent advancements made by several global communities, often led by indigenous, smallholder farmers, peasant movements and farm workers, in resisting biotechnology in the food system. The report's findings are stark: Despite the hype of new genetic engineering breakthroughs, often driven by the promise of climate and environmental benefits, just four New GMO crops are currently cultivated commercially worldwide (only one more than in 2025), and none currently demonstrate measurable sustainability benefits. At the same time, companies are developing 108 new GMO crops, many of which have received regulatory clearance but have not reached commercial-scale cultivation.

"There is a clear disconnect between promises and reality," said Heike Moldenhauer, ENGA Secretary General. "After years of development, market uptake is virtually non-existent and sustainability benefits haven't yet materialised. Whilst at the same time, New GMOs are being rapidly deregulated."

Moldenhauer added, "Our findings point to another year of virtually no commercial success for New GMO products and a failure to substantiate the claims that these technologies will deliver a more sustainable food system. Instead, several developments focus on traits such as 'non-browning' or extended shelf life, which risk misleading consumers by enhancing the appearance of freshness whilst not addressing sustainability challenges."

The report identified several New GMO crops that have been withdrawn from development since the 2024 report. Some of the earliest New GMO products have already been withdrawn from the market, underlining the poor commercial performance of these technologies to date.

"Biotech companies continue to promote new GMO technologies with ambitious claims about sustainability and market transformation, yet they have achieved very limited commercial adoption," said Hans Eisenbeis, Director of Mission and Messaging at the Non-GMO Project. "Meanwhile, farmers, manufacturers and shoppers continue to drive demand for transparent, non-GMO, organic and regenerative food systems that already deliver proven benefits."